

File copy
5/25/53

fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1953

january

february

march

april

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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may

june

july

august

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september

october

november

december

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january

february

march

april

S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MAY 25, 1953</u>			
Monday May 25	PRESS SHOWING OF CORONATION STORY	ABRAHAM & STRAUS	8TH FLOOR SPECIAL EVENTS CENTER
10:00 A.M.	Presentation of highlights of Coronation ceremony, with a pageant of dolls by Madame Alexander. Press invited. Open to public. Contact: Frances Bemis, TR. 5-7200, Ext. 691.		
Beginning Monday May 25	PREVIEW OF FALL COLLECTION	F. H. SAFIAN CO.	1375 BROADWAY SHOWROOM - 9TH FLOOR
2:30 P.M.	F. H. Safian will present their Fall collection to press and buyers, daily at 2:30 P.M. By appointment. Contact: Elliot Turgen, WI. 7-8262.		
Monday May 25	SHOWING OF FALL COLLECTION	EMPIRE IMPORTS	1410 BROADWAY SHOWROOM - 24TH FLOOR
4:00 P.M.	Empire Imports will present the Fall Heatherton collection of Torré-designed skirts and imported "Independents" (separates). By invitation only. <u>Showings daily thereafter at 10:30 A.M., 2:00 P.M. and 4:00 P.M.</u> Publicity: Elena Turner, 22 West 56th Street, JU. 6-0143.		
Beginning Monday May 25	OPENING OF FALL COLLECTION	GLEN OF MICHIGAN	1407 BROADWAY SHOWROOM - 39TH FLOOR
	Glen of Michigan will present their "Country Squire" collection, designed by Bill Atkinson. Contact: Mary Ellen Dockery, WI. 7-4035.		
Beginning Monday May 25- June 5	SHOWING OF FALL JEWEL COLLECTION	SCHIAPARELLI JEWELS	385 FIFTH AVENUE SUITE 806
	"Bewitched And Bejeweled"--Schiaparelli jewel collection designed in Paris, made in America. Contact: MU. 5-9757. Publicity: Helen Markwett at Saul Krieg, 9 East 47th St., PL. 3-1543.		
Tuesday May 26	PRESS PREVIEW OF FALL COLLECTION	ARLE, INC. (491 SEVENTH AVE.)	1407 CLUB 1407 BROADWAY
9:30 A.M. Breakfast	Arle, Inc. will present their Fall collection of blouses, skirts, separates and coordinates, designed by Mary Blair. By invitation only. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		
Tuesday May 26	SPECIAL PREVIEW OF FALL COATS AND SUITS	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 34TH FLOOR
10:30 A.M.	Special preview of Seymour Fox's Fall coat and suit collection. By invitation only. <u>Trade showing at 10:00 A.M., June 2, 3, 4, 9, 10, 11, 16, 17, 18.</u>		
	Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.		
Tuesday May 26	PRESS & TRADE PREVIEW OF SEPARATES	CIRO-GLAMOUR SEPARATES	530 SEVENTH AVENUE SHOWROOM
12:00 Noon Luncheon	Preview of after-5 Glamour-separates for Fall by Ciro. By invitation. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday May 26 1:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON Saks Fifth Avenue will present Summer fashions during a benefit luncheon. Pierre Producer-Commentator: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE	HOTEL PIERRE BALLROOM
Tuesday May 26 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Press showing of Grabois' Fall collection of afternoon dresses, suits and cocktail gowns, designed by Zelma Golden. By invitation only. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	GRABOIS	498 SEVENTH AVENUE SHOWROOM - 5TH FL.
Tuesday May 26 4:30 P.M. Cocktails	"THE EMPEROR'S LADY" BOOK FASHION SHOW Fashion show launching "The Emperor's Lady", published by Thomas Y. Crowell Co., showing Empire trends in current fashions. Press by invitation. Price: \$5.00. Contact: Jay Tower, MU. 8-5300 or Barbara Emerson, OR. 9-0630. Fashion Coordinator: Helen Galland, MU. 3-0458.	THOMAS Y. CROWELL CO. & THE LITERARY GUILD	SHERRY NETHERLAND CHANTECLAIR ROOM
Beginning Tuesday May 26	OPENING OF FALL SPORTSWEAR COLLECTION Fall line of separates, blouses, skirts and shirts. Contact: BR. 9-3783.	GORDON PETERS, INC.	1400 BROADWAY SHOWROOM - 12TH FL.
Tuesday May 26 All Day	PRESS PREVIEW OF WATCHES Taylor Jewelry will present their "conversation piece" watches. By appointment. Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.	TAYLOR JEWELRY CO.	257 WEST 39TH STREET SHOWROOM
Wednesday May 27 9:00 A.M. Breakfast	BEAUTY EDUTORS' PREVIEW OF NEW FACIAL The beauty press will be invited to a demonstration of a special cosmetic facial. By invitation. Publicity: Elizabeth Maher Assoc., EL. 5-4248.	GEORGETTE KLINGER (509 MADISON AVE.)	HOTEL CHATHAM CHATHAM ROOM
Wednesday May 27 9:30 A.M. Breakfast	FALL COLLECTION BY ALAN PHILLIPS Preview of Fall collection designed by Alan Phillips. Trade showings beginning Tues., June 2 at 4:00 P.M. in showroom. By invitation only. Publicity: Donna Cannon, 104 E. 52nd St., PL. 3-7072.	LENTZ DIMINUTIVES (530 SEVENTH AVENUE)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday May 27 12:00 Noon Buffet	FALL SPORTSWEAR FOR RESIDENT BUYERS Showing of Haymaker's separates, blouses, skirts and shirts. <u>Trade showings</u> beginning Tuesday, June 2. By invitation. Publicity: Terry Mayer, BR. 9-6560.	HAYMAKER SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 23RD FL.
Wednesday May 27 12:30 P.M. Luncheon	"SEA BREEZE" LUNCHEON FASHION SHOW Arnold Constable will present Summer fashions, featuring a special "gin and tonic" color promotion. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday May 27 2:30 P.M.	PRESS PREVIEW OF FALL COLLECTION Jack Sarnoff's press preview of coats and suits, designed by Molly. By invitation. Publ.: Eleanor Lambert, 785 5th Ave., MU. 8-2130.	MOLLY OF JACK SARNOFF	512 SEVENTH AVENUE SHOWROOM - 38TH FL.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday May 27 2:30 P.M.	FALL PREVIEW FOR RESIDENT BUYERS Horwitz & Duberman will present their Fall collection to resident buyers. By invitation. Contact: LO. 4-1860.	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday May 27 2:30 P.M. Champagne	PRESS PREVIEW OF FALL COLLECTION Press preview of the Fall collection of mother-of-the-bride, evening and cocktail dresses designed by Robert-Martin. By invitation. Trade showings beginning Tuesday, June 2. Publ.: Ken R. Williams, UL. 5-3175.	ROBERT GOLDBERG & SON	530 SEVENTH AVENUE SHOWROOM-28TH FLOOR
Wednesday May 27 4:00 P.M.	PREVIEW OF FALL COLLECTION Preview of Hannah Troy's Fall collection. By invitation. Publicity: Gladys Steiner at Lester Harrison, Inc., 341 Madison Ave., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Wednesday May 27 5:00 P.M. Cocktails	"CARIBBEAN FIESTA"-- ANNUAL SPRING PARTY The Home Fashions League will give its annual Spring party. Price: \$3.75. Contact: Home Fashions League, MU. 7-8122.	HOME FASHIONS LEAGUE (141 EAST 44TH STREET)	HOTEL ROOSEVELT HENDRIK HUDSON ROOM
Wednesday May 27 6:30 P.M.	LECTURE ON FALL SILHOUETTES Lecture by Michelle Murphy of the Brooklyn Museum on Fall silhouettes, trends and colors. Contact: LA. 4-7950.	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	BROOKLYN MUSEUM EASTERN PARKWAY
Thursday May 28 10:00 A.M.	PRESS PREVIEW: FALL COATS AND SUITS Press showing of Fall collection of coats and suits by Morris and Max Carmel. By invitation. Publ.: Mary Alice Rice, CI. 6-1790.	CARLANE, INC.	512 SEVENTH AVENUE SHOWROOM
Thursday May 28 11:00 A.M.	PREVIEW OF FALL BENHAM ORIGINALS Preview of Benham Originals for Fall. By invitation. Trade showings be- ginning Thursday, June 4 at 2:30 P.M. and daily thereafter. Publicity: Donna Cannon, PL. 3-7072.	BENDER & HAMBURGER	498 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Thursday May 28 12:00 Noon Luncheon	PRESS PREVIEW: FALL DRESS COLLECTION Carlye will present their Fall dress collection to the press. Luncheon at 12:00 Noon; show at 1:00 P.M. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7108.	CARLYE DRESS CO.	1451 BROADWAY SHOWROOM-5TH FLOOR
Thursday May 28 12:00 Noon	PREVIEW OF FALL COLLECTION Preview of Fall collection of dresses, suits and ensembles to press and resident buyers. By invitation. Trade showings, beginning Tuesday, June 2 at 11:30 A.M. and 4:00 P.M. daily. Contact: Betty Yarmon, LO. 4-9194.	ARKIN & SCIRADER	530 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Thursday May 28 2:30 P.M.	FALL PREVIEW FOR RESIDENT BUYERS Preview for resident buyers of David Crystal's dresses for Fall. Press and trade by invitation only. Trade showings, beginning Tuesday, June 2, at 10:30 A.M. and 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 28 3:00 P.M. Cocktails	FREVIEW OF FALL DRESS COLLECTION Donald Dress will preview their Fall line at a cocktail party. By invitation only. Trade showings, beginning Monday, June 1. Contact: LO. 5-0525.	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
Thursday May 28 Open House- All Day	FALL PREVIEW-- OPEN HOUSE Mr. Mort presents a preview of his first Fall collection of junior dresses, designed by Betty Carol, at a champagne party for press and buyers. Continuous trade showings, beginning Tuesday, June 2. Contact: Ken R. Williams, 160 Columbia Heights, UL. 5-3175; or Mr. Mort, WI. 7-2409.	MR. MORT, INC.	1400 BROADWAY SHOWROOM - 14TH FLOOR
Friday May 29- June 6	ADVANCE FALL MARKET IN CHICAGO The advance Fall market of the Chicago Fashion Industries. Contact: Eleanor R. Bond, 222 W. Adams St., Suite 1245, Chicago 6, Ill.	CHICAGO FASHION INDUSTRIES	CONGRESS, MORRISON, CHICAGOAN HOTELS
Beginning Monday June 1 9:00 A.M.	OPENING OF FALL COLLECTION Showing of new Vera originals in silk, cotton, corduroy, wool, velvet. Ties, scarves and neckwear accessories. For trade only. Contact: OR. 9-3026. Publicity: Florence Brobeck, 444 E. 52nd St., MU. 8-8197.	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 1 10:30 A.M.	OPENING OF FALL COLLECTION Leonard Arkin will present their Fall collection of ensembles, dresses and suits at 10:30 A.M. and 3:00 P.M. Contact: Betty Yarmon, WI. 7-5324.	LEONARD ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Monday June 1 11:00 A.M.	PREVIEW: FALL & WINTER COATS AND SUITS Press preview of Fall and Winter collection of Willi coats and suits. (Note Change of Date). By invitation only. Trade showings beginning Wednesday, June 3 at 11:45 A.M. and daily thereafter (followed by luncheon). Publicity: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	WILL NEMEROV, INC.	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday June 1 12:00 Noon Luncheon	PREVIEW OF FALL INTO WINTER COLLECTION Henry Rosenfeld will present his Fall into Winter dress collection to the press and resident buyers at 12:00 Noon, with luncheon at 1:00 P.M. By invitation only. Trade showings beginning Tuesday, June 2 at 2:30 P.M. Contact: Sally Sober, LO. 5-0400.	HENRY ROSENFIELD, INC.	498 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Monday June 1 2:30 P.M.	FALL COATS AND SUITS DESIGNED BY BRIGANCE Press preview of Fall coat and suit collection, designed by Brigance for Frank Gallant. By invitation only. Showing for resident buyers on Tues., June 2, at 2:30 P.M. Beginning Wed., June 3, at 11:00 A.M., trade showings of Frank Gallant collection, including Brigance group. Contact: Herbert Gallant, LA. 4-7286.	FRANK GALLANT, INC.	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
Monday June 1 3:30 P.M. Tea	PREVIEW OF FALL AND BACK-TO-SCHOOL RAINCOATS "Tea Party in the Rain"--showing of Fall and back-to-school rainwear, designed by Helen Van Vliet for Town Creations. Showing at 4:00 P.M. By invitation. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	TOWN CREATIONS	1407 CLUB 1407 BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday June 1 4:00 P.M.- 7:30 P.M. Cocktails	OPENING: EARLY FALL DAYTIME DRESS LINES A reception for visiting buyers and fashion press in connection with Official Market Week opening of Early Fall daytime dress manufacturers lines. By invitation. Contact: Erwin Feldman, LA. 4-6352.	NATIONAL ASSOCIATION OF HOUSE DRESS MFRS.	1350 BROADWAY SUITE 1011
Monday June 1 4:30 P.M. Cocktails	PREVIEW OF FIRST WHOLESALE COLLECTION Eleanor Garnett will present her Fall and Winter collection at a preview for buyers. By invitation only. Trade showings beginning Tuesday, June 2 through June 5. By appointment only. Contact: EL. 5-5275.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Beginning Monday June 1	OPENING OF FALL COLLECTION Originalala Fall coat collection. By appointment. Contact: BR. 9-8988.	ORIGINALALA	512 SEVENTH AVENUE SHOWROOM-43RD FLOOR
Beginning Monday June 1	OPENING OF FALL COLLECTION Glentex scarfs, stoles, accessory wraps and novelty neckwear. By appoint- ment only. Publicity: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.	GLENTEX	417 FIFTH AVENUE SHOWROOM-9TH FLOOR
Beginning Monday June 1	PREVIEW OF FALL STOCKING COLLECTION Beautiful Bryans will present their "luxury blends" collection of Fall- Winter 1953 stockings. By invitation. Publ.: Sally Cramer, PL. 9-2925.	BEAUTIFUL BRYANS, INC.	270 PARK AVENUE "A" BLDG.-SUITE 605
Monday June 1- June 18	OPENING OF FALL COUTURIER COLLECTION Continuous showings of Edith Small Originals, couturier designed dresses, evening gowns and suits. By appointment only. Contact: Aileen Platt of Barkann & Platt, 19 E. 88th St., TR. 6-1354.	EDITH SMALL OF CALIFORNIA	HOTEL GOTHAM SUITE 1509
Tuesday June 2- June 4 8:30 A.M.	PRIVATE PREVIEWS OF FALL COLLECTION Private breakfast previews of Carolyn Schnurer's Fall collection at 8:30 A.M. By invitation only. Beginning Friday, June 5, box luncheons for the trade at 12:00 Noon, followed by showings at 12:30 P.M. daily. Contact: Lee Weber, at Carolyn Schnurer, CH. 4-4587.	CAROLYN SCHNURER	1410 BROADWAY SHOWROOM-23RD FLOOR
Tuesday June 2 8:45 A.M.- 2:00 P.M.	ANNUAL FALL FASHION CLINIC Fall Fashion Clinic by "Parents" Magazine for retail buyers, resident buy- ing offices, and advertising agencies, presenting Fall and Winter fashions. Contact: Monroe B. Michels, Promotion Manager, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
Tuesday June 2 9:00 A.M.	FALL FASHIONS FROM AUGUST ISSUE "Seventeen" presents Fall fashions from the August issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100.	SEVENTEEN MAGAZINE	PARIS THEATRE 4 WEST 58TH STREET
Tuesday June 2 9:30 A.M. And 2:30 P.M.	SEVENTEENTH ANNUAL COLLEGE CLINIC "Mademoiselle's" preview of back-to-school fashions from the August Col- lege issue. By invitation only, for Mademoiselle's official tie-in stores. Contact: Joan Herndon, Special Projects Dept., PL. 9-2080.	MADEMOISELLE	HOTEL ROCSEVELT BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Tuesday June 2 9:30 A.M.	OPENING OF FALL COLLECTION Rossino & Angela will present their Fall collection of dresses, gowns, suits and coats. Contact: PL. 5-9135.	ROSSINO & ANGELA	19 WEST 57TH STREET SHOWROOM - 7TH FLOOR
Beginning Tuesday June 2 10:00 A.M.	OPENING OF FALL COLLECTIONS Opening of Fall collections by Madeleine Fauth of Arkay Junior Frocks at 10:00 A.M. and 2:00 P.M. daily; and by Rappi of Junior Formals at 11:00 A.M. and 4:00 P.M. daily. Contact: Belle Karson, LO. 5-2626.	ARKAY JUNIOR FROCKS; JUNIOR FORMALS, INC.	498 SEVENTH AVENUE SHOWROOMS
Tuesday June 2 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION Press showing of the Christian Dior-New York 1953 Fall and Winter collection at 10:30 A.M. Trade showings at 2:30 P.M. on June 2, 4, 5, 8 and 10. Admission by invitation only.	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON - 7TH FLOOR
Tuesday June 2 10:30 A.M.	PRESS PREVIEW: FALL COLLECTION "Mood for Fall"--collection by del Mar of coordinates and dresses. By invitation. Continuous trade showings, with special fashion show at 10:30 A.M. only. Publicity: Ken R. Williams, 160 Columbia Hghts, UL. 5-3175.	del MAR	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday June 2 10:30 A.M.	OPENING OF FALL COLLECTION Mignon will present their Fall collection of afternoon and cocktail dresses at 10:30 A.M., 1:00 P.M. and 3:30 P.M. daily. Contact: Vincent Mignon, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Tuesday June 2 10:30 A.M.	OPENING: FALL COAT & SUIT COLLECTION Opening of coat and suit collection. By appointment. Contact: WI. 7-7331.	DEITSCH AND CONTI, INC.	491 SEVENTH AVENUE SHOWROOM
Tuesday June 2 12:30 P.M. Luncheon	SIXTEENTH ANNUAL GRADUATION LUNCHEON Certificates presented to graduates, awards to alumnae, and distinguished speaker will mark the traditional graduation luncheon. By invitation only. Contact: Beatrice Cannon at Tobe-Coburn, TR. 9-7771.	TOBE-COBURN SCHOOL	WALDORF-ASTORIA SERT ROOM
Beginning Tuesday June 2 2:30 P.M.	OPENING OF FALL COLLECTION Presentation of Claire McCardell's Fall collection at 2:30 P.M. daily. Contact: LO. 4-2155.	CLAIRE McCARDELL (TOWNLEY FROCKS)	550 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Tuesday June 2 2:30 P.M.	SHOWING OF FALL COLLECTION Showing of the Joseph Halpert Fall collection of dresses, coats, suits and skirts designed in America by Jacques Fath. By invitation only. Contact: Yvette Moxley at Joseph Halpert, WI. 7-7400.	JOSEPH HALPERT, INC.	530 SEVENTH AVENUE SHOWROOM-24TH FLOOR
Beginning Tuesday June 2 3:00 P.M.	OPENING OF FALL COLLECTION Opening of Fall collection by Anne Fogarty of Margot Dresses at 3:00 P.M. and daily thereafter at 10:00 A.M. and 3:00 P.M. Contact: William Durland of Margot Dresses, LO. 5-2626.	MARGOT DRESSES	498 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 2 3:45 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION Lotte of Drewyn presents her Fall collection of Career Separates and Co-ordinates, 1953-54, to press and trade. By invitation. Contact: Sidney Dee Bloeme, 35 W. 53rd Street, JU. 6-4490.	DREWYN, LTD.	1400 BROADWAY SHOWROOM - 16TH FLOOR
Beginning Tuesday June 2	PREVIEW OF FALL COLLECTION Premiere collection of petite suits and sportswear, designed by Alfred Perrone, with continuous showings daily. (<u>Note Change of Date</u>). Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.	MIKE POMERANTZ, INC.	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Beginning Tuesday June 2	OPENING OF FALL COLLECTION Doreen Original will present their Fall collection of blouses, skirts and coordinates at continuous daily showings. Contact: WI. 7-0064.	DOREEN ORIGINAL, INC.	498 SEVENTH AVENUE SHOWROOM - 12TH FLOOR

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS GUILD OF AMERICA (FOGA)

<u>TUESDAY, JUNE 2</u>	A. Goodman & Co., Inc.	10:30 A.M. & 1:30 P.M. . .	530 7th, WI. 7-4077
	Horwitz & Duberman, Inc.	10:30 A.M. & 3:00 P.M. . .	498 7th, LO. 4-1860
	J L F Original, Inc.	10:30 A.M. & 2:30 P.M. . .	1372 B'way, WI. 7-3200
	International Dress Co.	2:00 P.M.; thereafter . .	1400 B'way, LA. 4-7100
		10:30 A.M. & 2:00 P.M.	
	Joseph Halpert, Inc.	2:30 P.M., By Appointment .	530 7th, WI. 7-7400
	Paul Parnes Corp.	2:30 P.M.	498 7th, CH. 4-4600
<u>WEDNESDAY, JUNE 3</u>	Hannah Troy, Inc.	1:00 P.M.	530 7th, LO. 3-0988
	Larry L. Aldrich Co., Inc. . . .	2:30 P.M., By Appointment .	530 7th, CH. 4-1872
<u>THURSDAY, JUNE 4</u>	David Levine Co.	10:30 A.M. & 2:30 P.M. . .	530 7th, LA. 4-0237
	Grabois	1:15 P.M. & 4:00 P.M. . .	498 7th, CH. 4-2767
	Ben Barrack, Inc.	Continuous showings. . . .	533 7th, LO. 4-3923
<u>FRIDAY, JUNE 5</u>	Fred Greenberg Dress Co.	10:30 A.M. & 2:30 P.M. . .	550 7th, LO. 4-5820
		Followed by Castillo collection	
<u>TUESDAY, JUNE 9</u>	Elfreda-Fox, Inc.	1:00 P.M.	498 7th, CH. 4-2659
	Frank Starr, Inc.	1:00 P.M. & 4:00 P.M. . .	530 7th, LA. 4-7690
	Talmack, Inc.	1:00 P.M.	530 7th, BR. 9-1195
	Hansen Bang, Inc.	2:30 P.M.	498 7th, BR. 9-4020
	Rudolf Gowns	4:00 P.M.	530 7th, WI. 7-6865
	Martin Simon, Inc.	Continuous showings. . . .	498 7th, LA. 4-2877
<u>WEDNESDAY, JUNE 10</u>	Suzanne-Augustine, Inc.	2:30 P.M.	1 W. 47th, PL. 7-3465
<u>DATES NOT SCHEDULED (Will Be Listed Next Week)</u>			
	Capri Frocks, Inc.	1372 B'way, WI. 7-7430
	Ed Gerrick, Inc.	550 7th, LO. 4-1820
	Nat Kaplan, Inc.	498 7th, LO. 5-4115
	Ben Reig, Inc.	498 7th, CH. 4-1542
	Herbert Sondheim, Inc.	530 7th, LA. 4-7540

Contact: Leonard Gendler, executive secretary, CH. 4-6945.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>OPENING OF FALL COLLECTIONS BY THE SPORTSWEAR GUILD</u>			
<u>TUESDAY, JUNE 2</u>			
Kane-Weill	10:30 A.M. & 2:30 P.M. daily	498 7th, LO. 5-3041 (Beginning June 4, 10:30 A.M. only)	
Sport-Craft, Inc. . .	2:30 P.M. daily.	550 7th, IA. 4-9724	
<u>WEDNESDAY, JUNE 3</u>			
Davidow	10:30 A.M. daily	550 7th, PE. 6-6909	
David M. Goodstein .	10:30 A.M. & 2:30 P.M. daily	550 7th, IA. 4-2577 (Beginning June 8, 10:30 A.M. only)	
<u>THURSDAY, JUNE 4</u>			
Zoltan Rosenberg . .	2:30 P.M. by appointment	550 7th, LA. 4-6691	
<u>TUESDAY, JUNE 9</u>			
Adler & Adler, Inc.	10:30 A.M. daily	550 7th, BR. 9-9600	
Star-Maid Dresses. .	10:30 A.M. & 2:30 P.M. daily	498 7th, PE. 6-0444	
Wednesday June 3	PRESS PREVIEW OF FALL COLLECTION	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
9:30 A.M. Breakfast	Plattry Country Wear will present their Fall collection of sportswear and separates for college and career, designed by Greta Plattry. For press and resident buyers, by invitation. Publicity: Margaret Hodge, PE. 6-8680.		
Beginning Wednesday June 3	PREVIEW OF HOLIDAY FABRICS	HERBERT MEYER, INC.	1441 BROADWAY SHOWROOM - 12TH FLOOR
10:00 A.M.	Preview of special Herbert Meyer collection of "Glamour Cottons" for Holiday lines. Showings to press, N.Y. resident buyers, fashion coordinators. By appointment only. Publicity: Ken R. Williams, 160 Columbia Heights, UL. 5-3175.		
Wednesday June 3	ANNUAL INFANT'S LUNCHEON SHOW	KLEINERT'S (485 FIFTH AVENUE)	HOTEL ASTOR GRAND BALLROOM
12:00 Noon	"Times Are Changing--Are You?"--Kleinert's annual luncheon for infants' wear buyers and press. Speakers: Lawrence B. Sizer, Marshall Field & Co., "More Babies Mean More Business"; Lester Gaba, Women's Wear Daily, "Changes in Modern Display Ideas"; Faye Emerson; and Ben Grauer as M.C. By invitation only. Publicity: Virginia MacAuley at Kleinert's, MU. 2-8891.		
Wednesday June 3	PRESS PREVIEW OF FALL FUR COLLECTION	RITTER BROTHERS (224 W. 30TH ST.)	HOTEL PIERRE COTILLION ROOM
12:30 P.M. Luncheon	Ritter Brothers will present their fur fashions to the press. Luncheon at 12:30 P.M. Showing at 1:15 P.M. By invitation only. (Trade showings, in showroom, beginning Mon., June 8 at 10:00 A.M. & 2:00 P.M. By appointment). Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130.		
Beginning Wednesday June 3	OPENING OF FALL COLLECTION	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
1:15 P.M.	Oleg Cassini will present his Fall collection daily at 1:15 P.M. By reservation. Contact: Dorothy Lambert, at Oleg Cassini, BR. 9-5986.		
Beginning Wednesday June 3	OPENING OF FALL COLLECTION	HARRY FRECHTEL	205 WEST 39TH STREET SHOWROOM
2:00 P.M.	Opening of Harry Frechtel's coat and suit collection. By appointment. Contact: PE. 6-1310.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 3 3:45 P.M. Cocktails	PREVIEW OF FALL COATS & SUITS Preview of Fall coat and suit collection of Arthur Jablow Originals, Cocktails will follow showing. By invitation only. <u>Daily trade showings thereafter at 10:30 A.M. and 2:00 P.M.</u> Publ.: Rpse Hilton, 475 5th, MU. 5-5133.	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM-9TH FLOOR
Wednesday June 3 4:00 P.M.	PRESS PREVIEW: FALL FUR COLLECTION Russeks will present their new original Fall 1953 fur fashions by Ralph Marano. By invitation only. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	WHOLESALE-9TH FLOOR
Thursday June 4 9:00 A.M.	FALL FASHIONS FROM SEPTEMBER ISSUE "Seventeen" presents Fall fashions from the September issue. By ticket only, for promotional tie-in stores. Contact: Frances Hodges, Merchandise Director, PL. 9-8100.	SEVENTEEN MAGAZINE	PARIS THEATRE 4 WEST 58TH STREET
Thursday June 4 11:30 A.M.	PREVIEW: FALL COAT & SUIT COLLECTION Leto, Cohn & Lo Balbo will present their Fall coat and suit collection to the press. By invitation. <u>Trade showings at 11:45 A.M., beginning Tuesday, June 9.</u> Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	LETO, COHN & LO BALBO	512 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Beginning Thursday June 4 1:00 P.M. Luncheon	PREVIEW OF FALL COLLECTION Janice Milan's Fall collection, designed by Mildred Orrick, will be presented at 1:00 P.M. daily. (No Friday showings after June 5). Contact: LO. 4-7940.	JANICE MILAN	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
Thursday June 4 2:30 P.M.	BRIGANCE OF SPORTSMAKER FALL PRESS PREVIEW Press preview of Sportsmaker's Fall collection of blouses, separates and dresses, designed by Brigance. By invitation. <u>Trade showings beginning Monday, June 8, at 2:30 P.M. daily.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534.	SPORTSMAKER, INC.	498 SEVENTH AVENUE SHOWROOM-6TH FLOOR
Beginning Thursday June 4 4:00 P.M.	PRESS OPENING OF FALL COLLECTION Harmay will present the opening of their Fall collection of dresses, suits and costumes. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	HARMAY	498 SEVENTH AVENUE SHOWROOM-22ND FLOOR
Thursday June 4 4:00 P.M. Cocktails	PREVIEW OF FALL COLLECTION Casino will invite the press and resident buyers for a preview of their Fall collection of blouses and separates, designed by Sylvia de Gay and Kenn Barr. By invitation. Publ.: Margaret Hodge, CH. 4-0823 or BR.9-4824.	CASINO CLASSICS, INC.	134 WEST 37TH STREET SHOWROOM-5TH FLOOR
Beginning Thursday June 4- June 26	PREVIEW OF FALL FASHIONS Charm Magazine previews Fall fashions for working women from the August-September "Best Dressed Woman in the World" issues. Featured is a promotion and display blueprint. <u>Showings at 9:00 A.M. and 3:00 P.M. for store buyers, merchandise managers, display directors, promotion executives and buying offices.</u> For appointment, contact: Charm Promotion Dept., PL. 9-2080.	CHARM MAGAZINE (575 MADISON AVENUE)	1384 BROADWAY-CHARM SHOWROOM-20TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday June 5 9:15 A.M. Breakfast	PREVIEW: MCKETTRICK'S "U-S-A" COLLECTION McKettrick's "U-S-A---Use, Style, and Appeal" Fall collection of misses', women's, and maternity fashions will be presented to press and trade. Showing at 9:45 A.M. By invitation. <u>Trade opening, beginning Monday, June 8.</u> Publicity: Dorothy Iverson at McKettrick's, PE. 6-6525.	McKETTRICK-WILLIAMS, INC. (1350 BROADWAY)	PLACE TO BE ANNOUNCED
Friday June 5 10:00 A.M.	PREVIEW OF FALL DRESSES & ENSEMBLES Press preview of Branell dresses and ensembles for Fall. By invitation. <u>Trade showings, beginning Tuesday, June 9, at 2:30 P.M. daily.</u> Publicity: Mildred Kaldor, 347 Fifth Ave., MU. 9-5420.	BLUMENSTEIN, ROSS & LENTZ	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
Friday June 5 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Presentation of B. H. Wragge's collection for Fall. By invitation only. Publicity: Molly Porter of B. H. Wragge, WI. 7-4968.	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM
Friday June 5 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Dresses and suits for Fall, designed by Billy Gordon. By invitation. Publicity: Pauline Greene, 10 E. 39th St., MU. 5-3164.	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
Beginning Friday June 5 11:00 A.M.	OPENING OF FALL COLLECTION Countess Alexander will present her Fall collection of afternoon, cocktail, evening gowns and suits at 11:00 A.M. & 3:30 P.M. daily. By appointment. Contact: CH. 4-5693.	COUNTESS ALEXANDER	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Beginning Friday June 5	OPENING OF FALL COLLECTION Fall collection of separates by Dorine Liebert at continuous daily showings. By appointment. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952.	DORINE LIEBERT	550 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Beginning Monday June 8 9:00 A.M.	OPENING OF FALL JEWELRY COLLECTION Opening of the Fall collection of Coro and Corocraft fashions in jewelry. By appointment. Publ.: Ann R. Silver Assoc., 551 5th Ave., MU. 7-8654.	CORO, INC.	47 WEST 34TH STREET SHOWROOM - 3RD FLOOR
Monday June 8 11:00 A.M.	PREVIEW: FALL-WINTER FUR COLLECTION Fredrica Furs (Arthur Schwartz, designer), Fall and Winter custom fur collection at press showing. By invitation. Daily trade showings, beginning Tuesday, June 9 at 10:00 A.M. By appointment. Publicity: Elsie Walsh at Fredrica, CH. 4-8685.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Monday June 8 4:00 P.M. Cocktails	FALL COLLECTION BY PHILLIPPA MACDONALD Preview of Fall daytime and evening fashions, designed by Phillipa Macdonald for Liotti. By invitation only. Publicity: Mary Alice Rice, 39 W. 55th St., CI. 6-1790.	LIOTTI	530 SEVENTH AVENUE SHOWROOM
Tuesday June 9 10:30 A.M.	OPENING OF FALL COLLECTION Opening of Martini Designed fashions for Fall by Sylvan Rich, with daily showings at 10:30 A.M. Publ: Mildred Kaldor, MU. 9-5420.	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday June 9 11:00 A.M. Buffet	PRESS PREVIEW OF FALL SEPARATES Dorothy Dickerson will present her Fall 1953 collection of "Separates--All Things to All Wardrobes" to the press and buyers, at a buffet luncheon. By invitation only. Publicity: Maud G. Moody, 347 5th Ave., LE. 2-5562.	DOROTHY DICKERSON (19 EAST 55TH STREET)	HOTEL PLAZA WHITE & GOLD SUITE
Tuesday June 9 12:00 Noon Luncheon	PRESS PREVIEW OF FALL COLLECTION The Fall couture collection of daytime, cocktail and evening fashions designed by Maria Krum, will be shown to the press and trade. By invitation. Publicity: Helen Galland at Maria Krum, CI. 7-3060.	MARIA KRUM, INC.	41 WEST 56TH STREET SALON
Tuesday June 9 12:00 Noon Luncheon	PRESS PREVIEW: FALL LINGERIE & HOSIERY Luxite Lingerie and Hosiery for Fall, 1953 fashion presentation and luncheon. By invitation only. Publicity: Rita Lysen, c/o Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill. Contact: George M. Hawes, 330 Fifth Avenue, PE. 6-6656.	LUXITE LINGERIE & HOSIERY	STORK CLUB 3 EAST 53RD STREET
Beginning Tuesday June 9 2:30 P.M.	OPENING OF FALL COLLECTION Varden Petite will present their Fall collection at 2:30 P.M. daily for two weeks. Contact: Elsie Brandt, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM-8TH FLOOR
Tuesday June 9 3:30 P.M.	PRESS PREVIEW: FALL LINGERIE Pauline Gordon will present her Fall collection of bras and pettico-bras. By invitation. Publ.: Rasponi Associates, 667 Madison Ave., TE. 8-8171.	PAULINE GORDON, INC.	112 MADISON AVENUE SHOWROOM-11TH FLOOR
Tuesday June 9 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION Press preview of Rudolf Gowns' Fall collection of cocktail and formal fashions. By invitation. Trade showings daily thereafter at 4:00 P.M. Publicity: Mildred Kaldor, 347 5th Ave., MU. 9-5420.	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
Tuesday June 9 4:00 P.M.	FALL PRESS PREVIEW BY CHARLES JAMES Preview of Charles James' Fall dress collection, designed for Samuel Winston. By invitation only. Contact: CH. 4-2617.	SAMUEL WINSTON	530 SEVENTH AVENUE SHOWROOM-11TH FLOOR
Tuesday June 9 4:30 P.M. Cocktails	YOUNG VIEWPOINT'S "SHOW OF SHOWS" Fall collection of Young Viewpoint Fashions, including casual, street and afternoon wear for the woman of 5'5" and under. Commentator: Betty Furness. By invitation only. Contact: Muriel Oggins, CH. 4-4131.	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL PARK AVE. AT 48TH ST.
Beginning Tuesday June 9	OPENING OF FALL COLLECTION Jerry Greenwald, Inc. presents the Fall collection, designed by Violet Feigen. Contact: LO. 5-4850.	JERRY GREENWALD, INC.	1400 BROADWAY SHOWROOM-29TH FLOOR
Beginning Tuesday June 9	FORMAL FASHIONS DESIGNED BY TED SHORE Opening of Fall collection of youthful formals, designed by Ted Shore. Contact: WI. 7-7326.	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM-18TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday June 10 10:30 A.M. Buffet	PREVIEW OF FALL SEPARATES COLLECTION "Separates--Password To Fashion"...press preview of Ori Originals for Fall. By invitation. Beginning Thursday, June 11, the collection will be shown to buyers, by appointment. Publ.: Maud G. Moody, 347 Fifth Ave., LE.2-5562.	ORI ORIGINALS	1370 BROADWAY SHOWROOM-5TH FLOOR
Wednesday June 10 12:00 Noon Luncheon	SHOWING OF FALL BLOUSE COLLECTION Presentation of Alice Stuart's Continental-inspired blouse collection. Showing at 12:00 Noon; luncheon will follow at 1:00 P.M. By invitation only. Contact: Hazel Arnett, AL. 5-5598 (Mornings only).	ALICE STUART, INC. (525 SEVENTH AVENUE)	HOTEL PIERRE COTILLION ROOM
Beginning Wednesday June 10 1:00 P.M.	OPENING OF FALL COLLECTION Opening of Harvey Berin's Fall collection with showings at 1:00 P.M. and 4:00 P.M. daily. By appointment. Contact: PE. 6-0206.	HARVEY BERIN	530 SEVENTH AVENUE SHOWROOM
Wednesday June 10 2:30 P.M.	PRESS PREVIEW OF FALL LINGERIE "Just Like Mommy's"--new lingerie and sleepwear presented by Laros, designed and commentated by Helen Hunt Bencker, featuring mother and daughter fashions for tots, girls, juniors, misses and women. By invitation only. Publicity: Terry Quimby, 152 E. 61st St., TE. 8-0671.	LAROS LINGERIE	600 FIFTH AVENUE SHOWROOM-15TH FLOOR
Wednesday June 10 4:00 P.M.	PRESS PREVIEW BY CEIL CHAPMAN Press preview of Ceil Chapman's Fall collection. By invitation only. Showings to trade beginning Thursday, June 11 and Friday, June 12 at 10:30 A.M. and 2:30 P.M.; thereafter at 2:30 P.M. only. Contact: Alto Schiffrine or Helen Briggs, LA. 4-5800.	SAMUEL CHAPMAN, INC.	530 SEVENTH AVENUE SHOWROOM-2ND FLOOR
Thursday June 11 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION Pauline Trigere will present her Fall collection to the press. Daily showings at 2:30 P.M. from Friday, June 12 through Thursday, June 25. By invitation. Contact: Cecille Gordon, LO. 3-1600.	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM-16TH FLOOR
Thursday June 11 4:00 P.M. Cocktails	PREVIEW OF ITALIAN- DESIGNED RAINCOATS Main Street Rainwear from Rome, designed by Antonelli, Battilocchi, Caprisport, Roberto Capucci, Fabiani, Fontana, Emilio Schuberth; and the American adaptations. By invitation. Publ.: Donna Cannon, PL. 3-7072.	MAIN STREET RAINWEAR (257 WEST 39TH STREET)	SHERRY NETHERLAND CHANTECLAIR ROOM
Beginning Thursday June 11 4:30 P.M.	OPENING OF FALL COLLECTION Presentation of Fall collection by Kiviette at 4:30 P.M. with daily showings thereafter at 10:30 A.M. and 2:30 P.M. Contact: PL. 7-8750.	KIVIETTE GOWNS, INC.	15 WEST 47TH STREET SHOWROOM-3RD FLOOR
* * * *	***** <u>LAST MINUTE ANNOUNCEMENT -- OUT OF DATE ORDER</u>		*
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*Tuesday *May 26 *11:00 A.M.	PRESS PREVIEW OF ENGLISH IMPORTS Special press showing of English imports. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR